

## Message Text

UNCLASSIFIED

PAGE 01 STOCKH 03308 260817Z  
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W  
-----119114 262206Z /61  
R 260702Z AUG 78  
FM AMEMBASSY STOCKHOLM  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 4565

UNCLAS STOCKHOLM 3308

E.O. 11652: N/A  
TAGS: BEXP, SW  
SUBJECT: ADS REQUEST - BALI COMPANY, P.O. BOX 5100, WINSTON-  
SALEM, NC

REF: COMMERCE CD-144, DATED 6/23/78

1. NONE OF THE FIRMS THAT WE HAVE CONTACTED ON BEHALF OF BALI COMPANY HAS EXPRESSED PRELIMINARY INTEREST IN BECOMING THE COMPANY'S DISTRIBUTOR IN SWEDEN.
  2. THE REASONS ARE, ACCORDING TO THE COMPANIES, THAT THERE IS ALREADY HEAVY COMPETITION BETWEEN AMERICAN AND EUROPEAN MANUFACTURERS THAT ARE VERY WELL ESTABLISHED ON THE SWEDISH MARKET. THERE IS ALSO INCREASING COMPETITION FROM THE FAR EAST WITH PRICES THAT ARE WELL BELOW THOSE OF THE AMERICAN AND EUROPEAN MANUFACTURERS.
  3. ONE COMPANY COMMENTED THAT THE STYLES OF BALI COMPANY'S PRODUCTS WOULD NOT BE SUITABLE FOR THE SWEDISH MARKET, WHERE MOST WOMEN WANT BRASSIERES WITHOUT SEAMS, UNDERWIRE, OR PADDING. THE BRASSIERES WITHOUT THESE FEATURES CAN BE IMPORTED FROM THE FAR EAST AT LESS THAN HALF PRICE.
- KENNEDY-MINOTT

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 26 aug 1978  
**Decaption Date:** 01 jan 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 jan 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1978STOCKH03308  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
**Film Number:** D780350-0616  
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**From:** STOCKHOLM  
**Handling Restrictions:** n/a  
**Image Path:**  
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**Litigation Codes:**  
**Litigation History:**  
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**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
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**Previous Handling Restrictions:** n/a  
**Reference:** n/a  
**Retention:** 0  
**Review Action:** RELEASED, APPROVED  
**Review Content Flags:**  
**Review Date:** 29 mar 2005  
**Review Event:**  
**Review Exemptions:** n/a  
**Review Media Identifier:**  
**Review Release Date:** N/A  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 1607280  
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**Status:** NATIVE  
**Subject:** ADS REQUEST - BALI COMPANY, P.O. BOX 5100, WINSTON- SALEM, NC  
**TAGS:** BEXP, SW  
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**Type:** TE  
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**Review Markings:**  
Sheryl P. Walter  
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